

GET YOUR FEET READY FOR SUMMER WITH THE NEW DR. SCHOLL'S® PEDICURE ESSENTIALS® LINE

Montréal, March 18, 2004 – To get your feet well-prepared for summer and sandals, *Dr. Scholl's*® is happy to introduce its new *Pedicure Essentials*® line of foot care products which includes various creams and cleansing scrubs, foot baths and pedicure devices that perfectly meet the specific needs of your feet.

The skin of your face has unique needs, and so does the skin on your feet. *Dr. Scholl's*® *Pedicure Essentials*® products are made with special ingredients like moisturizers, beta-hydroxy acids, aloe, and palm oil. They represent the ideal combination for the specific needs of the skin of your feet, which is 15 times thicker than the skin on your face.¹

The new *Dr. Scholl's*® *Pedicure Essentials*® products are not only effective; they also are a real pleasure to use because each of them leaves a delicate fragrance on your skin. We walk about 10,000 steps per day. So why not take a break to pamper and indulge yourself? By giving your feet all the care and attention they deserve with the specially designed *Dr. Scholl's*® *Pedicure Essentials*® products, you will restore their natural beauty and health.

The *Dr. Scholl's*® *Pedicure Essentials*® product line provides you with an easy, affordable and pleasant way to give back to your feet their healthy and beautiful look. You will never be reluctant anymore to slip your silky soft feet out of your shoes and into the spotlight. Bring on summer, the sun and sandals!

The *Dr. Scholl's*® *Pedicure Essentials*® product line

Pedicure Essentials® Ultra Overnight Foot Cream – This combination of moisturizers and emollients delivers deep-penetrating overnight action to keep the dehydrated, rough skin of your feet smooth and soft.

Pedicure Essentials[®] Cracked Skin Repair Cream – This ideal cream promotes the repair and protection of dry and cracked skin. It contains lecithin, a water-binding substance (phospholipid) that is found naturally in the skin and which helps restore the skin's natural moisture balance.

Pedicure Essentials[®] Exfoliating Foot Cream – With its natural peach grains, this exfoliating cream keeps your feet silky soft, leaving a light fruity scent.

Pedicure Essentials[®] Cooling Peppermint Foot and Leg Lotion – Promptly pamper, invigorate and revive your tired feet and legs with natural peppermint and alpha-hydroxy ingredients. Your feet and legs will thank you as they are cooled and refreshed while being soothed and softened.

Pedicure Essentials[®] Exfoliating Foot Scrub – Use this exfoliating scrub every day in the shower to smooth away rough, dry skin. Its tiny exfoliating granules with a light citrus scent gently whisk away dull skin, revealing your feet's softer side.

Pedicure Essentials[®] Deodorizing & Moisturizing Cream – This cream is specially designed to keep your feet fresh and hydrated, and prevent the development of odors.

Pedicure Essentials[®] Smooth & Replenish Foot Cream – This cream contains a light beta-hydroxy acid exfoliant and moisturizers that gently remove dry skin and condition to reveal soft, renewed skin in one easy step. Feet are left feeling silky smooth with an invigorating citrus scent.

Pedicure Essentials[®] Invigorating Foot Bath Salts – Taken directly from the Dead Sea, these bath salts will help your feet regain their natural elasticity while letting you sink into a well-deserved relaxed state.

Pedicure Essentials[®] Soothing Foot Bath – Its cleansers soothe and relax tired, achy feet and prepare them for an at-home pedicure by softening calluses and hard skin.

Dr. Scholl's® Pedicure Essentials® collection offers 14 different products to pamper, beautify and soothe your feet. The entire line is available at retail locations near you in the foot care section. Visit the www.drscholls.ca site for more information.

About Dr. Scholl's®

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